

I (WE) CLAIM:

1. An improvement in a coupon printed on non-currency grade paper for authenticated redemption at a retail store, the improvement comprising:
a coating having a trace chemical residual content different than the non-currency grade paper, the trace chemical residual content operative to react with a chemical solution such that the chemical solution changes color differently in response to contact with the non-currency grade paper than in response to contact with the coating.
2. The improvement of Claim 1 wherein the coating comprises a logo pattern representative of at least one of: a product, a service and a company.
3. The improvement of Claim 1 wherein the coating comprises a lesser starch content than the non-currency grade paper.
4. The improvement of Claim 3 wherein the lesser starch content of the coating is operable to leave a lighter color in response to contact with the chemical solution comprising one of an iodine and a potassium permanganate solution, and the non-currency grade paper is operable to leave a darker color in response to contact with the chemical solution.
5. The improvement of Claim 1 wherein the coating has a substantially no starch content.
6. A printed document for avoiding counterfeit coupon redemption, the system comprising:
a coupon for use with the purchase of a product or service from a retail store;
a coating on the coupon, the coating having a lower trace chemical residual content than the coupon and operable to provide a first mark as a function of the

lower trace chemical residual content in response to a chemical, the mark being different than if the chemical is applied to the coupon without the coating.

7. The document of Claim 6 wherein the coating encapsulates the coupon.
8. The document of Claim 6 wherein the coating is patterned.
9. The document of Claim 6 wherein the coupon comprises non-currency grade paper.
10. The document of Claim 6 wherein the chemical comprises at least one of: iodine and potassium permanganate.
11. A method for verifying the authenticity of a coupon, the method comprising:
 - (a) providing a first material on or within the coupon;
 - (b) applying a chemical to the coupon; and
 - (c) determining that the coupon is authentic by a color responsive to a contact of the chemical with the material.
12. The method of Claim 11 wherein (a) comprises coating the coupon with the first material, the first material having a lower starch content than non-currency grade paper.
13. The method of Claim 11 wherein (a) comprises patterning the first material on the coupon.
14. The method of Claim 11 wherein (b) comprises applying a chemical solution to at least the first material, the first material having a lower trace chemical residual content than non-currency grade paper.

15. The method of Claim 11 wherein (b) comprises marking on the coupon with a currency counterfeit detection pen.
16. The method of Claim 11 wherein (c) comprises comparing the color of an area marked in (b) with a predetermined standard whereby the area corresponds to a location of the first material and the area substantially maintains a color due to avoiding a reaction with a trace chemical residual in an authentic coupon and changes from an initial color to a darker coloration in a counterfeit coupon.
17. The method of Claim 11 wherein (c) comprises determining that the coupon is authentic when a light mark results from (b) and not authentic when a dark mark results from (b).
18. The method of Claim 11 wherein (a) comprises applying a coating having substantially no trace chemical residual on the coupon.
19. The method of Claim 11 further comprising:
 - (d) redeeming a value of the coupon to a retail store where a mark indicates application of (b) and the coupon is authentic as determined in (c); and
 - (e) otherwise avoiding redemption of the value to the retail store.
20. A method for manufacturing coupons that can be authenticated, the method comprising:
 - (a) printing a coupon; and
 - (b) adding a material substantially free of trace chemical residuals to the coupon, the coupon operative to react with a chemical such that the coupon changes color differently in response to contact with the printed coupon free of the added material than in response to contact with the printed coupon having the added material.
21. The method of Claim 20 wherein (b) comprises coating the printed coupon with the material substantially free of starch.

22. The method of Claim 21 wherein (b) comprises coating with the material in a pattern.
23. The method of Claim 20 wherein (a) comprises one of: sheet feed and web feed printing of the printed coupon on non-currency grade paper.
24. The method of Claim 21 wherein (b) comprises coating the printed coupon with a flexo device.